

“IT’S UP TO ALL OF US” IN SAN DIEGO



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PROJECT SUMMARY



- Pedestrian Safety Trainings using Safe Town
 - City Heights
- Engaging High School Students
 - Imperial Beach
- Walk to School Day Event
 - La Mesa
- Campaign Material Development



PEDESTRIAN SAFETY TRAININGS

USING SAFE TOWN



PEDESTRIAN SAFETY TRAININGS

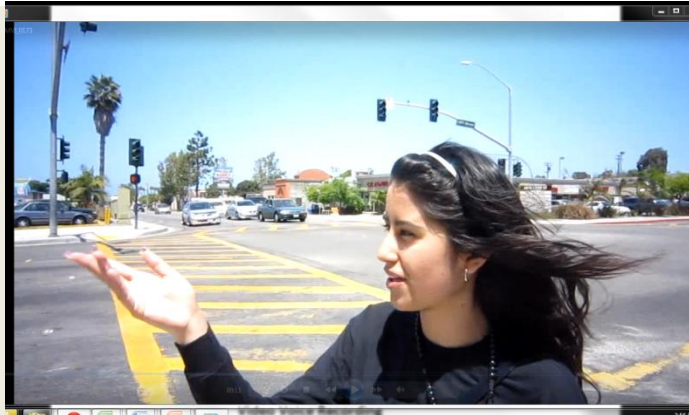
USING SAFE TOWN



STUDENT-LED EDUCATION CAMPAIGN



STUDENT-LED EDUCATION CAMPAIGN



WALK TO SCHOOL DAY



**LOOK GOOD.
THEN LOOK AGAIN.**

Every hour a pedestrian is killed or injured in California.

Obey traffic laws
Don't assume you're seen
Be a good role model



IT'S **UP** TO
ALL of US

CALIFORNIA OFFICE OF TRAFFIC SAFETY AND CALIFORNIA DEPARTMENT OF PUBLIC HEALTH



WANTED!

Students, parents, and neighbors to

Walk or Bike to School
Friday, June 8th

To Celebrate La Mesa's Centennial
Spring Walk to School Day!

Northmont Elementary will meet at Northmont Park (6030 Severin Drive) at 7:30am to walk to school together! There is a contest for the classroom with the most participants and raffle prizes, too! Don't forget to wear orange or red!

For more information, contact Misty Thompson at 619-667-1319 or srts@ci.la-mesa.ca.us or Kaley Lyons at 619-544-9255 or klyons@walksandiego.org




Photo courtesy of La Mesa Historical Society

Safety Tips to Remember:

Stop at the curb; Look left, right, left again;
Listen for cars; Make eye contact with drivers
Don't assume you're seen
Stay alert!

WALK TO SCHOOL DAY



WalkSanDiego @WalkSanDiego1 30 May
#Walktoschool day at Rolando Elementary with #lamesa police chief & captain! pic.twitter.com/FA8vRMG3
[Hide photo](#) [Reply](#) [Retweet](#) [Favorite](#)



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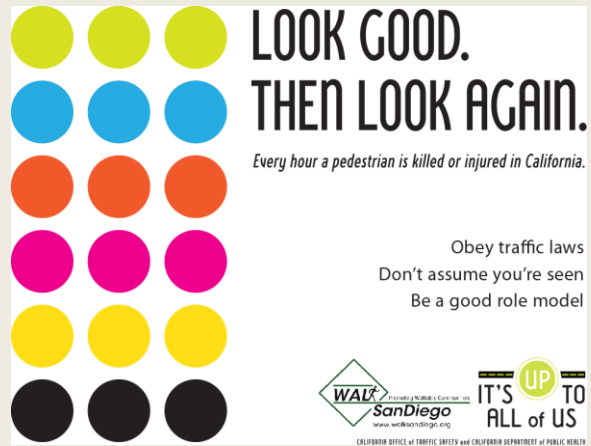
8:57 AM - 30 May 12 via Twitter for Android · Details



WalkSanDiego @WalkSanDiego1 29 May
Getting ready for #walktoschool day in #LaMesa tomorrow! Hope to see everyone out #walking and #biking to school!
#LaMesaKidsWalkNRoll
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

2:49 PM - 29 May 12 via web · Details

CAMPAIGN MATERIAL DEVELOPMENT



Banner developed for Walk to School Day



Reflective Zipper Pulls



Banner developed by high school students



Every hour a pedestrian is killed or injured in California.



Signs and posters used during pedestrian safety training

CREATIVE APPROACHES



- Leveraged existing partnerships
 - Cities, schools, and community champions
 - Allowed WalkSanDiego to “do more”
- Worked directly with students to tailor campaign messages



WHAT WORKED BEST

- Leveraging existing connections and resources
 - Engaging people who are passionate
- Engaging students
 - Puts a face to pedestrian safety



COMMUNITY RECEPTION TO CAMPAIGN



- Through the Safe Routes to School lens:
 - Parents and school officials like the messaging
 - ✦ Good reminders for both drivers and pedestrians
 - Students like the design



COMMUNITY RECEPTION TO CAMPAIGN



“This is an important message for you, Peace Builders: YOU need to stay alert. YOU need to make eye contact. It’s all about being safe. Be safe and be healthy.”

– *School Principal during Peace Circle announcements*

“Awesome! That is just so awesome, I love it!” – *Elementary School Parent Champion*

“Cool.” – *Safety Patrol Member*



LESSONS LEARNED



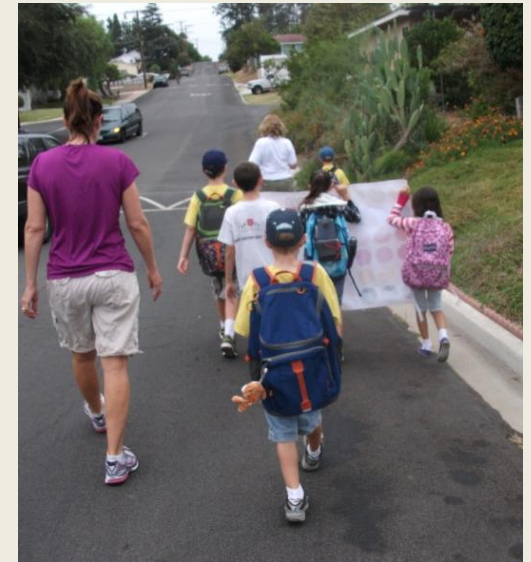
- Timing
 - School calendars
 - Length of time
 - High school students & video voice
- Evaluation
 - Build in evaluation component
 - Ask community members about campaign effectiveness



CONTINUING EFFORTS



- WalkSanDiego is still working with schools
 - Banners rotate between schools
 - Carried on Kick Off and International Walk to School Days
- Messages are now a part of Safe Town
- Periodically use messages on Facebook and Twitter to promote pedestrian safety



Thanks!



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